

JAGJAGUWAR

BON IVER
BON IVER

Perth
Minnesota, WI
Holocene
Towers
Michicant
Hinnom, TX
Wash.
Calgary
Lisbon, OH
Beth/Rest

CATALOG #: **JAG135**
RELEASE DATE: **JUNE 21, 2011**
FORMAT: **CD/LP**
CD BOX LOT: **30**
LP BOX LOT: **50**
GENRE: **AVANT FOLK/ INDIE ROCK**
KEY MARKETS: **MINNEAPOLIS, CHICAGO, EAU CLAIRE, MILWAUKEE, INDIANAPOLIS, NASHVILLE, LOUISVILLE, NEW YORK, PHILADELPHIA, WASHINGTON DC, RALEIGH, RICHMOND, BOSTON, ATLANTA, AUSTIN, LOS ANGELES, SAN FRANCISCO, PORTLAND, SEATTLE, DENVER, SALT LAKE CITY**

VINYL NOT RETURNABLE

CD UPC: #656605213521

6 56605 21352 1

LP UPC: #656605213514

6 56605 21351 4

Bon Iver, *Bon Iver* is Justin Vernon returning to former haunts with a new spirit. The reprises are there – solitude, quietude, hope and desperation compressed – but always a rhythm arises, a pulse vivified by gratitude and grace notes. The winter, the legend, has faded to just that, and this is the new momentary present.

"Bon Iver is often equated with just me," says Vernon, "but you are who surrounds you, and for *Bon Iver, Bon Iver* I wanted to invite those voices as musical catalysts." Thus on the track "Beth/Rest" and throughout the album, we hear the pedal steel of **Greg Leisz** (**Lucinda Williams**, **Bill Frisell**), the uniquely layered low end of **Colin Stetson**'s (**Tom Waits**, **Arcade Fire**) saxophones, the riffing of **Mike Lewis**' (**Happy Apple**, **Andrew Bird**) altos and tenors, and the lush horns of **C.J. Camerieri** (**Rufus Wainwright**, **Sufjan Stevens**). Bon Iver regulars Sean Carey, Mike Noyce and Matt McCaughan contributed vocals, drums and production, Rob Moose (**Antony and the Johnsons**, **The National**) helped with arranging and added strings, and fellow members of **Volcano Choir**, Jim Schoenecker and Tom Wincek provided processing.

Bon Iver, Bon Iver was recorded and mixed over the course of three years at April Base Studios, a remodeled veterinarian's clinic located in rural Fall Creek, Wisconsin.

SELLING POINTS

1. Bon Iver is Jagjaguwar's best selling artist to date. *For Emma, Forever Ago* has scanned over 320k in the US, and the *Blood Bank* ep debuted at #14 on the Billboard charts, scanning over 130k to date.

2. Late Night TV will be a key component for this campaign, Late Night with Jimmy Fallon is scheduled a month in advance of release, and The Colbert Report is slated for release week. On the first run of tour dates, Late Show with David Letterman is being scheduled. Saturday Night Live is being pitched for the Fall.

3. A SPIN Magazine cover feature is scheduled for June. Features in the New York Times Magazine, Rolling Stone, Vanity Fair, Billboard, Esquire, GQ, American Songwriter, Filter, Under the Radar, MOJO, and Uncut are confirmed, as well as a robust partnership with NPR.

4. Justin Vernon's collaboration with Kanye West has led to collaborative performances as well. They most recently headlined Coachella. The performance led to Bon Iver to trend at twitter, where @boniver has over 34k followers. The Bon Iver Facebook page has over 465k "likes."

5. A radio full-court press is running, including a team of promoters for AAA (comm and non-comm), Commercial Specialty, and Commercial Modern Rock.

6. A preliminary tour is planned for July through the Midwest to the East Coast. A follow up West Coast tour is planned for the fall.

SC DISTRIBUTION
EXCLUSIVELY DISTRIBUTED BY SC DISTRIBUTION
PHONE: (812) 335-1572 / FAX: (888) 678-0167
US DOMESTIC SALES CONTACT JACQUI REFICE <JACQUI@SCDISTRIBUTION.COM>
INTERNATIONAL SALES CONTACT EVAN WHIKEHART <EVAN@SCDISTRIBUTION.COM>

JAGJAGUWAR
1499 WEST SECOND STREET
BLOOMINGTON, IN 47403
WWW.JAGJAGUWAR.COM